

Rep Order# 6855310 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 106948

Last Received: 09/24/2012 7:17 PM
Showing Buylines: All Lines

1 of 4

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product Candidate Orders
Estimate# 1844
Buyer Maura Gilroy
Phone#
Fax#

Agency () GNDMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1844
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$325.00	09/25-10/01	2	1	2	\$650.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$650.00	09/25-10/01	2	1	2	\$1,300.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$850.00	09/25-10/01	2	1	2	\$1,700.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
	5	SA	5A-6A	SATURDAY TODAY	:30	\$625.00	09/29-09/29	1	1	1	\$625.00	
	6	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$325.00	09/30-09/30	1	1	1	\$325.00	
	7	SU	7A-8A	TODAY ON SUNDAY	:30	\$625.00	09/30-09/30	1	1	1	\$625.00	
	8	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	09/30-09/30	1	1	1	\$3,000.00	
	9	TU-F,M	9A-10A	TODAY SHOW II	:30	\$350.00	09/25-10/01	2	1	2	\$700.00	
	10	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	09/25-10/01	2	1	2	\$650.00	
	11	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	09/25-10/01	3	1	3	\$975.00	
	12	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/25-10/01	2	1	2	\$850.00	
	13	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	09/25-10/01	2	1	2	\$850.00	
	14	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	09/25-10/01	2	1	2	\$650.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	09/25-10/01	2	1	2	\$1,200.00	
	16	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	09/25-10/01	2	1	2	\$1,400.00	
	17	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,000.00	09/25-10/01	2	1	2	\$2,000.00	
	18	SA	5P-630P	KSNV EARLY NEWS	:30	\$225.00	09/29-09/29	0	0	0	\$0.00	
		[MADE-GOOD BY LINE(S) 31]										
	31	SA	730P-8P	VEGAS INC	:30	\$225.00	09/29-09/29	1	1	1	\$225.00	
		[MKGD FOR SPOTS MISSED ON LN #18: 9/29(1/WK)]										
	19	TU-F,M	630P-7P	JEOPARDY	:30	\$1,000.00	09/25-10/01	1	1	1	\$1,000.00	
	20	M	8P-10P	THE VOICE	:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00	
	21	TU	10P-11P	PARENTHOOD	:30	\$3,200.00	09/25-09/25	1	1	1	\$3,200.00	
	22	W	9P-11P	LAW & ORDER: SVU	:30	\$3,200.00	09/26-09/26	1	1	1	\$3,200.00	
	23	SU	4P-515P	FOOTBALL NIGHT IN AMERICA	:30	\$2,400.00	09/30-09/30	1	1	1	\$2,400.00	
	24	SU	530P-830P	SUN NT FB: NY GIANTS @ PHIL	:30	\$10,000.00	09/30-09/30	1	1	1	\$10,000.00	
	25	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/25-10/01	2	1	2	\$2,200.00	
	26	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	09/25-10/01	2	1	2	\$850.00	
	27	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$225.00	09/25-10/01	3	1	3	\$675.00	
	28	TU-F,M	135A-205A	LAST CALL WITH CARSON DALY	:30	\$40.00	09/25-10/01	4	1	4	\$160.00	

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	29	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	30	SU	12A-1A	LAW & ORDER	:30	\$45.00	09/30-09/30	1	1	1	\$45.00	

---REPORT TOTALS---
 Report Totals: 50 / \$46,555.00

---SALES MONTHLY TOTALS---
 Sep 12: 46 / \$41,965.00 Oct 12: 4 / \$4,590.00
 Sales Totals: 50 / \$46,555.00
 Station Totals: 50 / \$46,555.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$174,168	CATV 0%	KBLR 0%	KINC 0%	KLAS 25%	KSNV 26%
		KTNV 22%	KTUD 2%	KVCW 2%	KVMY 2%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---

EST SHARES
 Books NOV12
 Demos RA35+

---Agency Comment---
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---
 CASH IN ADVANCE

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